<b>Broad Category</b>	Tier 1	Tier 2	Tier 3	Difficulty to accomplish (high, medium, low)	Notes
	(must do)	(should do)	(could do)		
Citizen Survey	x			Low. Biggest challenge is funding	Will compliment the POCD. May spur creation of economic development advisory committee.
Essential Technology	x			Low. Biggest challenge is funding & staff training	Includes: ew website; new and revamped social media websites; new Customer Relationship Manager software; new work tracking software; unleashing of CodeRed software; utilizing library's room reservation software; keyless entry for the public to meeting rooms; host and prmote kickstarter/crowd funding/gifting endeavors; have the town webstie or another online tool be the repository for town-wide activies.
Marketing	x			Low/Medium	Includes: Replacing Strategic Planning and marketing Committee with a Marketing Advisory Committee; Taking down the Weston Way website; Branding the town; meshing new branding with the new Town website; Erecting welcoming road-side signage that reflects branding; ongoing information sharing with local real estate agencies.
Non-essential Technology			x	High	Includes: Improving cell services throughout town; providing wi-fi to residences and throughout downtown; provide high speed fiber connections throughout town.
Finance/Budgetary Efficiencies	х			Medium	Includes: Creating a 10 year capital improvement plan; Meshing BOE and Town capital improvement plans to ensure that bonding schedules align; Launching performance evaluations; launching performance measures for departments and include them in the FY 19-20 budget; capitalizing on opportunities to share services and make more efficient use of personnel.
Community Building	×			Low/Medium	Includes the establishment of: Sr. Mentor program; Sr. pen pal program; Stay At Home Weston entity; dog park; art displays; bike race; ice cream at Onion Barn; Closing down Valley Forge Rd on Sundays; strengthening Lachat; promoting the trunk or treat parade; promoting health insurnace pools; recruit someone to run the Ms.PresidentUS program
Supporting local businesses		х		High	Create or encourage the creation of flex space; See above comments about high speed fiber
Sustainability		x		low/medium	Develop hybrid and electric car plan for Town and PD; user greener/cleaner energy; establish charging stations; discourage the use of plastinc bags; establish electronics donation program.

Transparency initiatives	x		Low	Improve audio recording quality; Record all Board of Finance meetings; Ask all board chairs to attend a FOIA seminar on the subjects of minutes, agendas and executive session; keep appointed board members engaged by adopting guidelines for the removal of members that consistently fail to attend meetings without justification; actively recruit females to join maledominated boards.
Emergency Management	x		Low	Re-examine the block captains program; encourage properties to have proper address markings (per ordinance); Encourage storm preparedness through a mailing
Facilities Strategic Plan	x		High	Plan for bus depot relocaton; library enhancement; art center; flex space; police facility improvements; Town Hall portable offices reloactoin
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